

TO YOU WHO INHALE

(All smokers do—sometimes!)

When you inhale, exposure to irritation increases. So—choose your cigarette with care! Read what eminent medical authorities found about five leading brands of cigarettes.

On comparing . . . four other leading brands were found to average 235% more irritant than the strikingly contrasted Philip Morris—and, the irritation was found to last more than five times as long!



FOR PLEASURE WITHOUT PENALTIES—Call for Philip Morris!

Especially when you inhale—full enjoyment of the world's finest tobaccos—with no worry about throat irritation. Superiority for the nose and throat recognized by eminent medical authorities. No other cigarette can make that statement!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST
CIGARETTE



CREATORS OF FAMOUS CIGARETTES FOR 93 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME

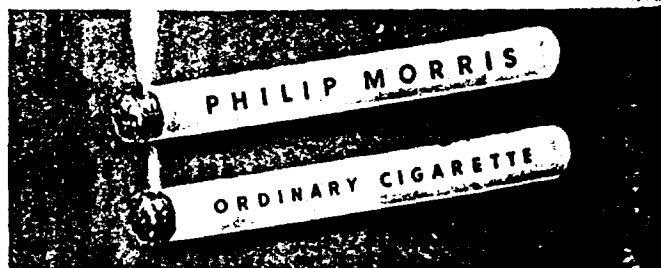
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DO YOU INHALE?

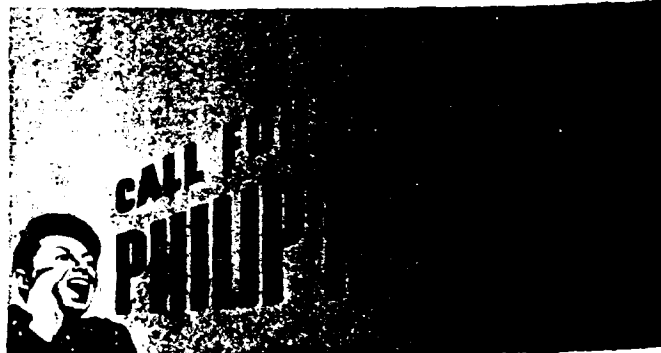
All smokers do—some times. And inhaling increases the chance of smoking-irritation.



● Reported by eminent medical authorities is this vital difference between Philip Morris and four other leading cigarettes. On comparison, the other four brands averaged 235% more irritant than the strikingly contrasted Philip Morris. Read on.



● Further—the irritant effect of the four other leading brands was found to last more than five times as long! You can't see this difference—but you can feel it, especially when you inhale! That's vital to all who smoke!



● Especially if you inhale—Call for Philip Morris! Enjoy the world's finest tobaccos—with no worry about throat irritation.

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